

Macy's

R. H. Macy & Co.'s Attractions Are Their Low Prices.

34th to 35th St.

For Men Who Motor

The Automobile has been universalized. They are to be seen practically everywhere. This new means of transportation—for business and for pleasure—gave impulse to the production of distinctive apparel. We were quick to see the commercial and artistic possibilities of Fashion's latest turn for men.

Just as long as men buy Automobiles, just so long will they desire appropriate clothes to wear when driving them.

We want you to see our values before putting your money in such things. When the season was young, our prices, measured by Macy's standard, were reasonable—measured by the standard of specialty stores they were amazingly low.

Many men choose motor togger for themselves. They do not care to purchase such personal things through a representative. In fact, peculiar conditions, quite well known, are prompting more and more owners of automobiles to not only buy for themselves, but for their chauffeurs as well.

Winter is galloping. We are making ready for Spring. Therefore all the unsold Motor Attire for Winter has been greatly reduced.

Special: The medium-weight Burberry Weather-proofed Coats are ideal for men to take South with them—\$16.74 to \$42.74.

Men's Burberry Weatherproof Coats, made of tan gabardine, lined with wool, high-neck model, our price was \$47.74; reduced to **\$37.74**

Men's Natural and Black Ponskin Coats, full-cut motor model, deep shawl collar, body lined with wool, yoke with satin. Our prices ranged from \$64.55 to \$74.75; reduced to **\$54.74**

Men's Black Manchurian Dogskin Coats, full motor model, high shawl collar, warmth-fully lined, reduced from \$22.74 to **\$19.74**

Men's Natural Muskrat Gauntlet Gloves, strong buckskin palms, thickly lined, sold elsewhere at \$10.00 a pair, our price **\$7.49**

Men's Blended Muskrat Gauntlet Gloves, tough leather palms, lined with lambskin, sold elsewhere at \$10.00; our **\$7.49**

Men's Leather Gauntlet Gloves, warmly lined with wool.... **\$1.49**

Men's Natural Muskrat Driving Caps, very special **\$4.24**

Choice assortment Automobile Luncheon Baskets—wicker and leather—Novelties from France, England and Germany.

80 CENT GAS NOT PROFITABLE

CORTLEYOU SO REPORTS AT CONSOLIDATED MEETING.

No Increase in Consumption Other Than May Be Chargeable to Normal Growth and Only Field of Extension Is for Other Uses Than Illumination.

George B. Cortleyou, president of the Consolidated Gas Company, announced at the annual meeting of the stockholders yesterday that the reduction in the price of gas from \$1 to 80 cents had not increased consumption. The combined sales of the Consolidated and affiliated gas companies in 1909 increased 1,632,371,428 feet, or 6.76 per cent. The number of gas meters at the end of the year was 777,323 and the new gas appliances installed were 93,910.

Sales of electric current increased 14,406,382 kilowatts, or 5.77 per cent., but none of this gain represented an increased per meter consumption of gas, according to Mr. Cortleyou, who explained it thus:

The comparison of sales per meter establishes the fact that consumers have received the full benefit of the reduction in the price of gas and that the company has failed to realize the advantage, which it was alleged it would realize, in the more liberal use of gas at the lower price. The increase in sales in the Hester street branch, which comprises the densely populated district south of Houston street, during the four years ended December 31, 1909, amounted to only 4.44 per cent. for the period—a little over 1 per cent. per annum.

The opinion was expressed by experts several years ago, that in New York city the gas sales per capita had reached the point of saturation. This was equivalent to saying that the sales "per meter" had reached that point. The company's expectation during the four years mentioned would seem to confirm this opinion, and furthermore, the fact that a large percentage of its future growth will be due to the increase of population, which in turn must be attended by a proportionate increase of investment in gas manufacturing and distributing plant and operating expenses, and hence in order to hold its own in the average sales per meter the company will be obliged to promote to the greatest possible extent the use of gas for other than illuminating purposes.

In accordance with the decision of the United States Supreme Court there has been refunded to consumers during the year \$10,417,121, involving the preparation and auditing of over 1,300,000 vouchers, which necessitated the employment of over 750 men. This stupendous undertaking is now practically completed.

The annual report of the company showed total earnings from the gas business for 1909 amounting to \$2,749,588 and a total income of \$7,204,881. The items compared with an operating income of \$685,235 and a total income of \$5,939,404 as of December 31, 1908.

The 1909 showing excludes the interest on the investment in the Astoria Light, Heat and Power Company, which had been included in previous reports. Interest charges shrank from \$1,894,727 to \$1,743,909, leaving a net corporate income for 1909 of \$7,730,883, an increase of \$2,080,700.

After deducting dividends amounting to \$3,987,565, as compared with dividend payments of \$3,240,993 in 1908, there remained a profit and loss balance of \$5,742,318, an increase of \$2,743,318 over that of the year before. Up to the end of 1909 the Consolidated Gas Company had advanced \$3,074,422 to its affiliated gas companies and \$15,745,000 to the electric companies.

The company's assets now amount to \$14,305,864 and in addition to its profit and loss fund it has a renewal and reserve fund of \$5,990,912.

The retiring trustees were re-elected.



Here's a report on the mark down suits—

"As many sold at \$25 and up, as at \$15 and \$20."

Good news that, for it means that you can still pick up bargains at \$15 to \$20, as well as higher up.

For the reductions of anywhere from \$2 to \$15 a suit, hit all qualities through the stock and made extra values at every price.

Along with the mixture suits are black velvet suits at \$15 and \$20.

It doesn't shrink from anything! Dermophile underwear. All wool too.

Medium and heavy weights. Variety in blocks and variety in prices make it easy for our hat department to fit your pocketbook as well as your head.

Derbies at \$3, \$5.50, \$4 and \$5. The Stetson "Special" is \$5.

It's hard to say which is the best "find!" Our "Dollar" glove. Our \$1.50 "Special" glove.

Both imported direct. Our all-embracing Shoe Department includes special lasts for young men.

Such as tan bluchers; \$7. The collars with strapped seams. E. & W. "Red-Man." Their whole tribe of styles.

ROGERS PEET & COMPANY.

Three Broadway Stores, at Warren st. 13th st. 34th st.

The Fourth Dimension.

A solid body is so long, so wide, so deep. Trained mathematical minds are wrestling with another—the fourth dimension.

In modern-day business the fourth dimension is easily recognized and understood. It hasn't been universally applied yet—that's all.

A business transaction begins with the manufacturer, goes on to the retailer and ends with the customer. But there is a something in between these three—a power which is as necessary to business success as the merit of the merchandise itself.

It is called advertising—the fourth dimension.

Maybe there is a manufacturer who would like to hear what has resulted from telling over 2,000,000 people every day about the merits of certain kinds of merchandise.

We would be glad to do the telling.

We have the exclusive control and sale of all advertising space in the

New York City Street Cars And 5th Avenue Auto Buses

No patent medicines or objectionable announcements. Study the cards—we have a standard.

New York City Car Advertising Company

225 Fifth Avenue. Telephone 4680 Madison.

Kennedy 12 Cortlandt St.

"Furry" Soft Hats, 1.90 & 2.75 with the rakish Alaine touch.

Little shops that pay big rents can't compete with us.

The first 1910 Derby

How Smart It Is! Low Flatish Crown Rather Wide Brim

1.90 & 2.90

Another Smart Derby. (hat curl) 1.90

Flexible Derbies (self conforming) 2.40

PROPOSALS.

Police Department of the City of New York, Central Department, Borough of Manhattan.

SEALED BIDS FOR THE REPAIRS AND ERECTION OF THE MATERIALS NECESSARY IN THE INSTALLATION OF THE CITY OF NEW YORK, AT THE BOROUGHS OF MANHATTAN AND ONE HUNDRED AND FORTY-FOURTH, ONE HUNDRED AND FIFTY-FIRST, ONE HUNDRED AND FIFTY-SECOND AND ONE HUNDRED AND FIFTY-THIRD STREETS, IN THE BOROUGH OF MANHATTAN, IN THE CITY OF NEW YORK.

For full particulars see City Record. WILLIAM F. BAKER, Commissioner. The City of New York, January 19, 1910.

Police Department of the City of New York, Central Department, Borough of Manhattan.

SEALED BIDS FOR THE REPAIRS AND ERECTION OF THE MATERIALS NECESSARY IN THE INSTALLATION OF THE CITY OF NEW YORK, AT THE BOROUGHS OF MANHATTAN AND ONE HUNDRED AND FORTY-FOURTH, ONE HUNDRED AND FIFTY-FIRST, ONE HUNDRED AND FIFTY-SECOND AND ONE HUNDRED AND FIFTY-THIRD STREETS, IN THE BOROUGH OF MANHATTAN, IN THE CITY OF NEW YORK.

For full particulars see City Record. WILLIAM F. BAKER, Commissioner. The City of New York, January 19, 1910.

AMUSEMENTS.

THE NEW THEATRE
Central Park West, 42-51 Sts. Tel. 4800 Col.
NON-SUBSCRIPTION PERFORMANCES
THIS WEEK:
THURS. & SAT. EVGS., SAT. MAT.
SEALED BIDS FOR THE REPAIRS AND ERECTION OF THE MATERIALS NECESSARY IN THE INSTALLATION OF THE CITY OF NEW YORK, AT THE BOROUGHS OF MANHATTAN AND ONE HUNDRED AND FORTY-FOURTH, ONE HUNDRED AND FIFTY-FIRST, ONE HUNDRED AND FIFTY-SECOND AND ONE HUNDRED AND FIFTY-THIRD STREETS, IN THE BOROUGH OF MANHATTAN, IN THE CITY OF NEW YORK.

STRIFE
A big musical comedy in three acts. An unalloyed delight. The Sun.

THE BARBERED BRIDE
Wed. Mat. 2 (Opera). Thurs. Mat. 2 (Opera). Fri. Mat. 2 (Opera). Sat. Mat. 2 (Opera). Sun. Mat. 2 (Opera).

THE JOLLY BACHELORS
Broadway, 42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

THE CITY
Broadway, 42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

THE CHOCOLATE SOLDIER
Broadway, 42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

THE LOTTERY MAN
Broadway, 42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

THE PRINCE OF BOHEMIA
Broadway, 42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

THE KING OF KADONIA
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AMUSEMENTS.

EMPIRE
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

SIR CHARLES WYNDHAM
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

MISS MARY MOORE
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

THE MOLLUSC
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

ETHEL BARRYMORE
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

LYCEUM
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

BILLIE BURKE
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

WM. COLLIER
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

HUDSON THEATRE
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

TO-DAY
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

RUTH ST. DENIS
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

SAVOY
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

HENRY MILLER
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

THE FAITH HEALER
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

THE BEGINNING
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

FRANK KEENAN
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

GARRICK
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

OTIS SKINNER
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

CRITERION
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

FRANCIS WILSON
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

THE BACHELOR'S HONEY
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

KNICKERBOCKER
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

THE DOLLAR PRINCESS
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

CHARLES DILLINGHAM
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

GLOBE THEATRE
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

BURTON HOLMES
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

NEW AMSTERDAM
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

THE BARRIER
42nd St. W. of B'way. Evs. 8:15. Mat. 2:30. Thurs. Mat. 2:30. Fri. Mat. 2:30. Sat. Mat. 2:30. Sun. Mat. 2:30.

HAMBURG-AMERICAN

CRUISES DE LUXE
REGULAR SERVICES
Equipment and Service Par Excellence
on all ships of the
HAMBURG-AMERICAN LINE
NEXT SAILING:
Plymouth, Cherbourg and Hamburg
Jan. 29, 11 A.M.
By S. S. CINCINNATI 17,000 TONS
90 DAYS \$325 UP
WEST INDIES
By S. S. MOLTE 12,000 TONS
16 and 20 Days \$85 and \$150 UP
FROM NEW YORK, FEB. 22.
HAMBURG-AMERICAN LINE, 41-45 BROADWAY, NEW YORK

DELIGHTFUL CRUISE

TO THE WEST INDIES
25 DAYS TRIP \$140
Leaves New York
New York 2nd H.
By New Steamship
PRINZ JOACHIM
CALL AT JAMAICA (STAY 3 DAYS), COLON, INTRINUS OF PANAMA (STAY 3 DAYS), PORTO RICO, COSTA RICA (STAY 4 DAYS). STOP-OVER ALLOWED AT JAMAICA.
WEEKLY SAILINGS TO JAMAICA.
These delightful trips (alternating with 34-day cruise at \$135) leave New York every week. SEND FOR PRICES.
HAMBURG-AMERICAN LINE, 41-45 BROADWAY, NEW YORK

American Line